

# Exhibit 41

## **REDACTED VERSION OF** **DOCUMENT SOUGHT TO BE SEALED**

[REDACTED]

[REDACTED] I tried to stop it there a few times and Yaron kept pushing. [REDACTED]

[REDACTED]

[REDACTED] Yaron and team have done a huge amount of data analysis on this, not just averages but detailed distributions as well. [REDACTED]  
[REDACTED]. [REDACTED] [REDACTED],  
[REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]  
[REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]  
[REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]  
[REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]  
[REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]  
The status quo in ads Reach estimation and reporting is deeply wrong, and our data analysis suggests that using SUMA and Age Affinity in would dramatically improve things. [REDACTED]  
[REDACTED] [REDACTED] [REDACTED]

The status quo in ads Reach estimation and reporting is deeply wrong, and our data analysis suggests that using SUMA and Age Affinity in would dramatically improve things.

I think we hung Yaron a bit out to dry today.